

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	Jan 2007	Jan 2008	% Change	Jan 2007	Jan 2008	% Change	Jan 2007	Jan 2008	% Change	Jan 2007	Jan 2008	% Change	Jan 2007	Jan 2008	% Change
Apache County	42.8%	40.7%	-4.9%	\$60.36	\$67.36	11.6%	\$25.83	\$27.45	6.3%	13,158	12,531	-4.8%	30,752	30,752	0.0%
Cochise County	73.6%	67.4%	-8.4%	\$60.99	\$66.55	9.1%	\$44.87	\$44.86	0.0%	56,609	58,280	3.0%	76,942	86,459	12.4%
Coconino County	33.4%	35.4%	6.0%	\$62.07	\$65.97	6.3%	\$20.76	\$23.38	12.6%	105,422	111,994	6.2%	315,239	316,076	0.3%
Gila County	65.0%	55.1%	-15.2%	\$62.54	\$66.71	6.7%	\$40.67	\$36.74	-9.7%	21,631	18,319	-15.3%	33,263	33,263	0.0%
Graham County	80.9%	74.4%	-8.0%	\$70.51	\$70.65	0.2%	\$57.03	\$52.53	-7.9%	9,452	8,690	-8.1%	11,687	11,687	0.0%
Greenlee County		N/A			N/A			N/A			N/A			N/A	
La Paz County		N/A			N/A			N/A			N/A			N/A	
Maricopa County	75.6%	65.2%	-13.8%	\$147.19	\$154.22	4.8%	\$111.33	\$100.57	-9.7%	1,193,942	1,054,714	-11.7%	1,578,551	1,617,239	2.5%
Mohave County	50.1%	51.2%	2.2%	\$67.51	\$67.16	-0.5%	\$33.81	\$34.38	1.7%	65,927	67,404	2.2%	131,657	131,657	0.0%
Navajo County	48.2%	49.0%	1.7%	\$53.38	\$56.44	5.7%	\$25.75	\$27.64	7.3%	48,394	49,124	1.5%	100,316	100,316	0.0%
Pima County	71.6%	62.5%	-12.7%	\$116.63	\$112.55	-3.5%	\$83.54	\$70.37	-15.8%	337,429	299,614	-11.2%	471,076	479,198	1.7%
Pinal County	73.9%	68.2%	-7.7%	\$82.81	\$86.53	4.5%	\$61.16	\$59.01	-3.5%	33,359	30,805	-7.7%	45,167	45,167	0.0%
Santa Cruz County	70.6%	60.5%	-14.3%	\$71.41	\$73.22	2.5%	\$50.43	\$44.32	-12.1%	20,993	17,996	-14.3%	29,729	29,729	0.0%
Yavapai County	50.5%	46.2%	-8.5%	\$98.65	\$101.00	2.4%	\$49.79	\$46.63	-6.3%	70,597	66,062	-6.4%	139,872	143,096	2.3%
Yuma County	83.7%	69.8%	-16.6%	\$80.87	\$83.02	2.7%	\$67.66	\$57.92	-14.4%	69,194	69,100	-0.1%	82,708	99,045	19.8%

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change
Apache County	42.8%	40.7%	-4.9%	\$60.36	\$67.36	11.6%	\$25.83	\$27.45	6.3%	13,158	12,531	-4.8%	30,752	30,752	0.0%
Cochise County	73.6%	67.4%	-8.4%	\$60.99	\$66.55	9.1%	\$44.87	\$44.86	0.0%	56,609	58,280	3.0%	76,942	86,459	12.4%
Coconino County	33.4%	35.4%	6.0%	\$62.07	\$65.97	6.3%	\$20.76	\$23.38	12.6%	105,422	111,994	6.2%	315,239	316,076	0.3%
Gila County	65.0%	55.1%	-15.2%	\$62.54	\$66.71	6.7%	\$40.67	\$36.74	-9.7%	21,631	18,319	-15.3%	33,263	33,263	0.0%
Graham County	80.9%	74.4%	-8.0%	\$70.51	\$70.65	0.2%	\$57.03	\$52.53	-7.9%	9,452	8,690	-8.1%	11,687	11,687	0.0%
Greenlee County		N/A			N/A			N/A			N/A			N/A	
La Paz County		N/A			N/A			N/A			N/A			N/A	
Maricopa County	75.6%	65.2%	-13.8%	\$147.19	\$154.22	4.8%	\$111.33	\$100.57	-9.7%	1,193,942	1,054,714	-11.7%	1,578,551	1,617,239	2.5%
Mohave County	50.1%	51.2%	2.2%	\$67.51	\$67.16	-0.5%	\$33.81	\$34.38	1.7%	65,927	67,404	2.2%	131,657	131,657	0.0%
Navajo County	48.2%	49.0%	1.7%	\$53.38	\$56.44	5.7%	\$25.75	\$27.64	7.3%	48,394	49,124	1.5%	100,316	100,316	0.0%
Pima County	71.6%	62.5%	-12.7%	\$116.63	\$112.55	-3.5%	\$83.54	\$70.37	-15.8%	337,429	299,614	-11.2%	471,076	479,198	1.7%
Pinal County	73.9%	68.2%	-7.7%	\$82.81	\$86.53	4.5%	\$61.16	\$59.01	-3.5%	33,359	30,805	-7.7%	45,167	45,167	0.0%
Santa Cruz County	70.6%	60.5%	-14.3%	\$71.41	\$73.22	2.5%	\$50.43	\$44.32	-12.1%	20,993	17,996	-14.3%	29,729	29,729	0.0%
Yavapai County	50.5%	46.2%	-8.5%	\$98.65	\$101.00	2.4%	\$49.79	\$46.63	-6.3%	70,597	66,062	-6.4%	139,872	143,096	2.3%
Yuma County	83.7%	69.8%	-16.6%	\$80.87	\$83.02	2.7%	\$67.66	\$57.92	-14.4%	69,194	69,100	-0.1%	82,708	99,045	19.8%

n/a= not available

* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.